

2. Evoke a Sense of Place

Celebrate Special Places

The way we design our city tells a story about our identity and what we value. By celebrating special places in the community, we call attention to particular aspects of our history and community life, whether it is the natural environment, outdoor recreation, the arts, education, or culture. When new development respects these special places or defines new spaces with their own distinctive character, it enhances the overarching character of the city.

- 1: **PRESERVE** signature landmarks and unique neighborhood features.
- 2: **CREATE** clear visual connections between important places and features.
- 3: **DISTINGUISH** significant places with special attention to site and architectural design.
- 4: **DEFINE** districts through gateways and special features at key locations.
- 5: **DISTINGUISH** significant intersections with architectural elements, unique signage, or public gathering space.

Reveal Eugene's History

Historic landmarks, neighborhoods, and buildings help set Eugene apart as a special Pacific Northwest city. This individuality is a core reason for the love and commitment that Eugeneans have for the city, and it is one of the reasons that people move here and stay. As new development occurs, it is crucial that we deliberately protect and celebrate our rich history. This may include preserving, restoring, or repurposing existing buildings, or creating new buildings that contribute to the context in which they are built. The visible elements of history in our community serve as reminders of the people and actions that have created this place we cherish. They are also indicators of our community DNA, for there are elements of our past that, like our regional geology and climate, will continue to shape our character as we evolve and grow.

- 1: **PROTECT** important historical buildings and landscapes through preservation and historic designation.
- 2: **INCORPORATE** Eugene's history through restoration or adaptive reuse of historic sites and buildings.
- 3: **DRAW** awareness to historical buildings or places for the public through markers, art, or other permanent, creative features.
- 4: **REINFORCE** historically significant relationships between places with strong visual links.
- 5: **HONOR** historic sites and buildings through the architecture of new buildings.

Reflect the Value of Great Neighborhoods

A great city is built on strong neighborhoods. In neighborhoods, many people have their most tangible experience of the city; it is where their personal lives intersect with the broader community. When new buildings contribute to the look and feel of the unique local culture, neighborhood identity becomes more coherent and reinforced. These neighborhoods stir up deeper loyalty and love in their residents and businesses, which also attracts new residents and businesses. The dedication of the people to their neighborhood fosters stronger social networks, raises property values, and encourages more community investment.

1: REFLECT valued and identifiable development patterns of surrounding areas.

2: CONTRIBUTE to a neighborhood's long-term vision and potential.

3: INTEGRATE a variety of small, attached and clustered housing types into low-density residential areas creatively and sensitively.

4: MODERATE building height and intensity of uses adjacent to low-density residential areas.

5: INTEGRATE intermediate residential building types between areas of higher and lower development intensity.

6: COMBINE interior yard setbacks with parking and useful open space adjacent to low-density residential areas.

7: PROTECT the privacy of adjacent homes and yards through site and building design.

8: CREATE a green edge in residential areas with a consistent building setback and contextual landscaping.

Use Building Form and Natural Edges to Define Spaces

Just as the Willamette Valley is shaped by the Cascades and the Coastal Range, the streets, parks, and plazas of Eugene function best when they are defined by buildings and natural elements. The resulting sense of enclosure appeals to our psychological need for security, as well as humans' time-tested preference for spaces with clear edges, manifested in tourist destinations around the world. When spaces lack these edges, their energy disperses and one space ambiguously passes into the next. A well-defined space transforms the public realm from a utilitarian passage into a comfortable outdoor room; a setting in which to linger, people watch, and enjoy our unique urban life. With clearer edges, public spaces develop a stronger identity which, in turn, leads to neighborhood investment, desirability, and improved safety.

1: CREATE outdoor rooms by framing public spaces and streets with buildings that have heights proportionate to the width of the space.

2: ESTABLISH a consistent relationship of buildings to the street within individual blocks and districts.

3: WORK with height, setbacks and step-backs for buildings to achieve a desired scale and character within a neighborhood or district over time, particularly when transitioning between high and low intensity development types.

4: MAXIMIZE continuous building frontage along streets in mixed use districts, with exceptions for shared open space and setbacks for street-side activity areas.